



EAST STAFFORDSHIRE BOROUGH COUNCIL

REPORT COVER SHEET

Title of Report:	Burton upon Trent Regeneration Strategy	To be marked with an 'X' by Democratic Services after report has been presented
Meeting of:	Corporate Management Team – 21 st May 2019	X
	Leader and Deputy Leaders – 28 th May 2019	X
	Leader's / Leader of the Opposition's/Independent Alliance Advisory Group – 5 th and 6 th May 2019	X
	Full Council 24 th June 2019	
	Scrutiny Audit and Value for Money Council Services Committee [DATE] / Scrutiny Economic Growth Communities and Health Committee [DATE]	



Is this an Executive Decision:	NO	Is this a Key Decision:	NO
Is this in the Forward Plan:	NO	Is the Report Confidential:	NO
If so, please state relevant paragraph from Schedule 12A LGA 1972:	n/a		

Essential Signatories:

ALL REPORTS MUST BE IN THE NAME OF A HEAD OF SERVICE

Monitoring Officer: **Angela Wakefield**

Date Signature

Chief Finance Officer: **Sal Khan**

Date Signature

EAST STAFFORDSHIRE BOROUGH COUNCIL

Report to Full Council

Date: 24th June 2019

REPORT TITLE: Burton upon Trent Regeneration Strategy

PORTFOLIO: Regeneration

HEAD OF SERVICE: Andy O'Brien

CONTACT OFFICER: Simon Humble Ext. No. x1272

WARD(S) AFFECTED: Burton, Branston, Anglesey, Stapenhill, Brizlincote, Winshill, Eton Park, Shobnall, Stretton, Horninglow

1. Purpose of the Report

- 1.1. To provide Members with the final report produced by the Regeneration Consultants in relation to the Regeneration Strategy for Burton upon Trent.

2. Executive Summary

- 2.1. East Staffordshire Borough Council (ESBC) and Staffordshire County Council (SCC) have worked together to consider options for the improvement and future proofing of the town of Burton upon Trent; both as a centre for people to visit and shop, and a place for people to live and work to create a "Better, Brighter Burton in the future".
- 2.2. In June 2018 ESBC and SCC commissioned Cushman and Wakefield to develop a Burton Town Regeneration Strategy detailing potential future options and identifying ideas that will allow the town of Burton upon Trent to prosper and improve up to 2030 and beyond.
- 2.3. The attached Strategy (Appendix 1) is the final report produced by Cushman and Wakefield. The strategy poses two questions:
- 2.3.1. "What the Town of Burton will be in the future", and provide outputs as to how Burton upon Trent as a whole can be improved as a place for people to live, work, invest and visit over the next 10 to 20 years.

2.3.2. The improvement of Burton Town Centre as a place for people to work, invest, visit and shop. The aim is for Burton Town Centre to be a thriving, attractive and accessible place for the residents of East Staffordshire and also for those who visit the town, ensuring there is a range of retail, culture and leisure options to meet the local needs of a growing and culturally diverse population.

2.4. With both questions there are a series of focused, scalable, costed, short, medium and long-term recommendations relating to the possible directions the Councils could take in the future.

3. Background

3.1. In May 2018 ESBC and SCC commissioned Cushman and Wakefield to develop a Burton Town Regeneration Strategy detailing potential future options and identifying ideas that will allow the town of Burton upon Trent to prosper and improve up to 2030 and beyond.

4. Contribution to Corporate Priorities

4.1. The This report contributes to the Corporate Priorities:

4.1.1. Protecting and Strengthening Communities

4.2. The report particularly relates to the Corporate Plan targets of PSC47 to commission an independent consultant’s report and PSC48 to consider the findings of the report.

PSC47	Deliver Phase 2 of the Burton Regeneration Programme	Commission Independent Consultant’s Report on “A Strategic Vision for a Better, Brighter Burton in the Future” (May 2018)
PSC48	Deliver Phase 2 of the Burton Regeneration Programme	Consider Findings of Consultant’s Report Within 6 Weeks of Receipt of Report

5. Report

5.1. The attached Regeneration Strategy (Appendix 1) is the final report produced by Cushman and Wakefield and relates to the future proofing of Burton upon Trent. The strategy poses two questions:

5.1.1. “What the Town of Burton will be in the future”, and provide outputs as to how Burton upon Trent as a whole can be improved as a place for people to live, work, invest and visit over the next 10 to 20 years.

5.1.2. The improvement of Burton Town Centre as a place for people to work, invest, visit and shop. The aim is for Burton Town Centre to be a thriving,

attractive and accessible place for the residents of East Staffordshire and also for those who visit the town, ensuring there is a range of retail, culture and leisure options to meet the local needs of a growing and culturally diverse population.

- 5.2. The premise of the Regeneration Strategy is one that is alert to the further potential of Burton as a means of anticipating threats that exist under the skin of the town, which will have an effect in later years if not addressed now. It is important for Burton's connectivity to be "future proofed" at all scales, from ensuring that the town centre is easier to walk around and enjoy, through to ensuring Burton has a reputation across the Midlands as being an "easy in / easy out" destination across all transport modes.
- 5.3. A Baseline Study carried out by Cushman and Wakefield showed that Burton is doing well but there are long term threats. Burton must ensure that connectivity is "future proofed" at all scales, from ensuring that the town centre is easier to walk around and enjoy, through to ensuring Burton has a reputation across the Midlands as being an "easy in / easy out" destination across all transport modes. Burton must also strengthen and exploit its existing attractions.
- 5.4. The intervention themes included in the Strategy are based around the principle of the local authority acting as an enabler, through the shaping of the town around its natural infrastructure and connections in a way that best exploits its location, at the local and regional scale.
- 5.5. The two overarching intervention objectives identified within this Regeneration Strategy are to:
 - Improve Catchment – Burton needs to make it easy for people to 'get in and get out', enhancing the travel catchmentand
 - Improve Profile – Encourage people within the travel catchment to visit more often, through improving the towns profile
- 5.6. Objectives were shaped around the towns assets (drawing on what it has), displaying confidence and framing opportunity. From this and the baseline work Cushman and Wakefield have already carried out, three intervention themes for Burton have been created:
 - 5.6.1. Regional Burton – the heart of the Midlands, exploiting and improving rail and road links to the nearby West Midlands conurbation and Birmingham. Burton offers a fairly unique location which offers access to Birmingham International Airport in just 45 minutes and East Midlands airport just 30 minutes away. Its central location within the so called Midlands Engine is a strength, with the M1 corridor falling to the east of the town accessed both by way of the M42/A42 and the A38.

- 5.6.2. Burton in the Forest (the Capital of the National Forest) - exploiting its status as the largest town in the National Forest
- 5.6.3. Burton by the River – exploiting its position upon a very attractive, meandering, stretch of the River Trent.
- 5.7. The intervention themes are very much around the principle of the local authority as an enabler through the shaping of the town’s natural infrastructure and connections in a way that best exploits its location, at the local and regional scale.
- 5.8. Having established the baseline information and methodology to shape the strategy, Cushman and Wakefield explore how the town centre needs to change in order to appreciate its assets and grow as a town, whilst developing as a place. Burton upon Trent must develop a ‘sense of place’ to encourage people to come into the town. A ‘six step approach’ has been outlined which aims to make the town centre whole and to improve its profile as a town centre. This includes:
 - 5.8.1. Re-stitching the high street,
 - 5.8.2. Connecting the Washlands to the town centre,
 - 5.8.3. Addressing circulation and movement in and around the town centre,
 - 5.8.4. Improving and identifying new public realm space,
 - 5.8.5. Introducing new green links into the town centre,
 - 5.8.6. Re-populating the town centre making it a place to work, live and play.
- 5.9. The Town Wide high level strategy seeks to address and anticipate future issues regarding Burton’s connectivity and is implemented over the medium and long term with the aim of protecting Burton’s accessibility. It is defined through a series of large-scale interventions that are detached from the built up area of the town, yet, very much in its service.
 - 5.9.1. This firstly considers Burtons growth potential in the context of its geography
 - 5.9.2. Moving on to address the A38 looking at relieving capacity and enhancing its quality through Burton and discussing the importance of developing the A38 business case to increase its investment priority with Midlands Connect.
 - 5.9.3. Interventions have been considered to create new high quality links between the proposed Walton Bypass and the A444 to provide better east west connections.
 - 5.9.4. A long term consideration for a light rail connection along the Ivanhoe line as well as the importance of strategic cycle routes and the growth of this sustainable mode of transport.
- 5.10. Through this Strategy Cushman and Wakefield have proposed a series of focused, scalable, costed, short, medium and long-term interventions, each ultimately contributing to at least one of the three opportunities identified above.

These opportunities may be fundamental to changing the town's relationship with the National Forest, the River and indeed the wider rural hinterland, defining a "21st Century Burton".

6. Financial Considerations

This section has been approved by the following member of the Financial Management Unit: Lisa Turner

- 6.1. There are no financial issues arising from this Report. The consultants make a number of recommendations for both Councils to consider for potential future regeneration projects. This report does not include any financial considerations as it is simply intended to provide Elected Members with the results of the Regeneration Strategy.
- 6.2. Should future projects arise from the recommendations of the Strategy business cases will be provided which will identify source of funds where they are not yet established (including new funding streams). In accordance with the Financial Regulations and the Constitution further reports will be provided to Corporate Management Team, Leader and Deputy Leaders and Cabinet where necessary.

7. Risk Assessment and Management

- 7.1. The main risks to this Report and the Council achieving its objectives are as follows:
- 7.2. **Positive** (Opportunities/Benefits):
 - 7.2.1. Regeneration and public realm improvements are an economic driver and can also encourage economic activity and inward investment.
 - 7.2.2. The projects identified could act as a catalyst to future inward investment and regeneration schemes in the town.
 - 7.2.3. Some of the proposed projects allow us to continue to work collaboratively with Staffordshire County Council.
- 7.3. **Negative** (Threats):
 - 7.3.1. The projects identified could result in significant capital outlay by ESBC.
- 7.4. The risks do not need to be entered in the Risk Register.

8. Legal Considerations

*This section has been approved by the following member of the Legal Team:
Angela Wakefield*

8.1. There are no significant legal issues arising from this Report.

9. Equalities and Health

9.1. **Equality impacts:** The subject of this Report is not a policy, strategy, function or service that is new or being revised.

9.2. **Health impacts:** The outcome of the health screening question does not require a full Health Impact Assessment to be completed.

9.3. An equality and health impact assessment is not required.

10. Human Rights

10.1. There are no Human Rights issues arising from this Report.

11. Sustainability (including climate change and change adaptation measures)

11.1. Does the proposal result in an overall positive effect in terms of sustainability (including climate change and change adaptation measures) No

12. Recommendation(s)

12.1. That Members consider and endorse the findings and recommendations of the Regeneration Strategy.

13. Background Papers

13.1. Political Vision Statement

13.2. Detailed forward view proposal

14. Appendices

14.1. Appendix 1: Final Regeneration Strategy